

— The Humane Society of Manatee County —

A Beacon of Compassion and Care

**By Michael McAniff,
Director of Marketing, ENTECH**

I am honored to have an opportunity to share this article written by Michael McAniff, director of marketing for ENTECH. As a proud sponsor of the Humane Society of Manatee County (HSMC), ENTECH also provides IT services for HSMC.

This article was originally created as part of ENTECH's new "Partners Spotlight Program" that profiles ENTECH clients. For more information about ENTECH, please visit www.entechUS.com.

**—Rick Yocum, CNE, Executive Director of
the Humane Society of Manatee County**

In the heart of Bradenton, Florida, stands an organization that has been tirelessly working for more than five decades to make a difference in the lives of animals and the community they serve. The Humane Society of Manatee County (HSMC) has established itself as a pillar of animal welfare, embodying the values of compassion, commitment and community in every aspect of its operations.

Founded in 1971, the core of HSMC's mission is a commitment to fostering compassion and respect for animals through care, education and collaboration. This mission is brought to life through the organization's comprehensive range of services and programs, each designed to address the multifaceted challenges faced by animals in the community.

One of the cornerstones of HSMC's work is its no-kill shelter, the Second Chance Adoption Center. Located at 2515 14th Street W. in Bradenton, this facility is more than just a temporary home for animals—it's a place of hope and new beginnings. Each year, the center successfully rehomes more than 600 dogs and cats, many of whom arrive with medical or behavioral challenges. The dedication of the HSMC team shines through in their comprehensive rehabilitation and adoption programs, which have resulted in an impressive adoption retention rate exceeding 98 percent.

But HSMC's impact extends far beyond adoptions. In September 2015, they took a significant step forward by opening a state-of-the-art, 10,000-square-foot veterinary clinic and high-volume spay and neuter facility. This clinic, open to the public by appointment, has revolutionized access to veterinary care in Manatee County. By offering high-quality, low-to-moderate-cost veterinary services, HSMC ensures that all cats and dogs in the community can receive the medical attention they deserve, regardless of their owners' financial situation.

The range of services provided by the HSMC Veterinary Clinic is truly impressive. From routine wellness exams and vaccinations to more complex procedures,

such as dental treatments, digital radiography and heartworm treatment, the clinic is equipped to handle a wide array of animal health needs. In the past year

alone, the clinic served more than 10,800 cats and dogs, providing essential services, such as spay/neuter surgeries, microchipping and wellness exams.

Led by Medical Director Lindsay Rollend, DVM, MPH, and a team of 13 dedicated veterinary professionals, the clinic has become a beacon of hope for pet owners in the community. The clinic's commitment to providing comprehensive care throughout an animal's lifetime is a testament to HSMC's holistic approach to animal welfare.

HSMC's impact on the community extends beyond direct animal care. They are at the forefront of efforts to prevent animal homelessness and overpopulation. Their spay and neuter services play a crucial role in managing the pet population, helping to prevent the overcrowding of shelters. Moreover, HSMC has implemented innovative pet retention programs that provide a safety net for pet owners. These include a pet food bank and care and emergency help referrals, as well as access to affordable veterinary care.

In a demonstration of their collaborative spirit, HSMC has partnered with other local animal welfare organizations to implement a Trap-Neuter-Return (TNR) program for feral and free-roaming community cats. This program not only helps control the feral cat population but also provides essential vaccines and microchips to these often-overlooked members of the animal community.

What truly sets HSMC apart is their philosophy that the treatment of animals is a reflection of the community. They actively endorse humane treatment of animals and responsible animal stewardship, principles that are reflected in every aspect of their operations. From their management practices to their adoption programs, every decision is made with the wellbeing of animals at its core.

As HSMC looks to the future, the shelter and clinic continue to expand their services to meet the growing needs of Manatee County's animal population. The online pharmacy for current clinic clients is just one example of how HSMC is adapting to provide convenient, affordable care for pet owners.

HSMC stands as a shining example of what can be achieved when compassion, commitment and community come together. Their work not only saves and improves the lives of thousands of animals each year but also enriches the entire community of Manatee County. As they continue to lead the way in animal welfare, HSMC remains true to its mission: fostering compassion and respect for animals, four paws at a time. 🐾

Humane Society of Manatee County (HSMC) Veterinary Clinic is located at 2415 14th Street West in Bradenton and can be reached by calling 941-747-8808, Option #1. Open to the public, the veterinary clinic is open by appointment Monday through Friday, 8:00 a.m. to 5:00 p.m., and Saturday, 8:00 a.m. to 2:00 p.m. For details about the HSMC veterinary clinic, visit www.humanemanatee.org.

Humane Society of Manatee County is located at 2515 14th Street West in Bradenton and can be reached by calling 941-747-8808. The Adoption Center is open 10:00 a.m. to 4:00 p.m., and closed 12:00 to 1:00 p.m., Tuesday through Saturday. For more information, visit www.humanemanatee.org online, or send an e-mail to info@humanemanatee.org.

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